



Report 2018-123

Committee Recommend Report

To: Chair and Members of the Community Development Advisory Committee

From: Alison Vandervelde, Community Development Officer

Date of meeting: October 11, 2018

Re: **Community Development Advisory Committee – Ferry by Foot**

Recommendation

Be It Resolved That the County of Frontenac continue with the Ferry by Foot Campaign in 2019,

And Further That Social Media Marketing of \$250 for the Ferry by Foot program be incorporated into the 2019 Economic Development tourism development budget,

And Further That the County of Frontenac seek partners to operate the Big Sandy Bay Shuttle Bus on weekends through July and August of 2019 and report back to Council in Q2 of 2019.

Background

Presented at the May 2018 Community Development Advisory Committee meeting, [Report 2018-0700 CDAC – Ferry By Foot Implementation Update](#) described the activities planned for the 2018 Ferry by Foot initiative.

Comment

Over the course of 2018, staff have spent approximately 160 hours coordinating the Ferry by Foot Project. Following is a review of each item in the Implementation Plan:

1. Develop a strong visual identity

Staff worked with graphic designer Jon Allison to develop the visual identity as a subset of the Frontenac brand identity in order to strengthen the Ferry by Foot story. Visitors do not usually pay much attention to municipal boundaries, and staff decided that it would be a detriment to the program to try to force the unique nature of Wolfe Island, and the

very specific messaging of Ferry by Foot, into the system of the regional Frontenac brand. The Ferry by Foot brand identity was incorporated into all marketing efforts related to the program. See Appendix A for the Ferry by Foot Brand Guidelines.

2. Build a comprehensive content marketing campaign

Professional bloggers were contracted to create content that was featured on www.VisitWolfeIsland.ca (a subset of pages on www.inFrontenac.ca):

- a. [Travelling to Wolfe Island by Foot or by Bike](#)
- b. [Top 7 Things To Do in Marysville, Wolfe Island](#)
- c. [Life's a Beach: Soak-Up The Sun on Wolfe Island](#)
- d. [Travel Through Time: A Historic Walking Tour of Wolfe Island](#)

This upfront investment provided rich content that was used to drive audiences to the Ferry by Foot website when linked from the social media campaign. This content can also be reused and adapted for future campaigns. Additionally, several “success stories” featuring Wolfe Island businesses were completed late in the summer. These were not available in time for use in the 2018 campaign, and will be published and promoted in the spring of 2019 when they will be most valuable in increasing interest in Wolfe Island as a summer destination.

The County implemented a dynamic social media campaign driven by the four blog posts above while also publishing some standard trip-planning information to prepare visitors for their trip to Wolfe Island.

Frontenac County manages corporate accounts on Facebook, Twitter, and Instagram. For the Ferry by Foot campaign, staff prioritized use of the County Facebook and Instagram accounts – Facebook because of the County’s existing reach and the platform’s intuitive tools for targeted messaging and Instagram because recent research has shown that it is the second most-used resource for trip planning. Content was posted to Twitter but not with the same level of tailoring and targeting.

Most social media activity was concentrated in June (21 posts) and July (18 posts + stories), to grow awareness of Wolfe Island as a summer destination and introduce the shuttle bus as an attractive transportation alternative.

The social media campaign was a combination of organic and paid reach. The total amount spent on boosting Ferry by Foot social media posts was \$215.00, which achieved a total paid reach of 34,753 people.

Appendix B features a schedule of social media posts. Appendix C demonstrates the impact of paid posts on Facebook reach from June 10 to August 31. Appendix D shows the results of the paid Instagram post. Appendix E provides more details connecting the Facebook post reach and website traffic, including the impact of paid posts and organic posts. Finally, Appendix F shows overall website analytics for infrontenac.ca from June 10 to August 31 that outlines the number of views per page.

3. Develop printed brochure and educate downtown Kingston staff

Graphic designer Jon Allison was contracted to develop a 12-page [Wolfe Island Visitor Guide](#) in early 2018. Frontenac staff also worked closely with staff at the Kingston Visitor Experience Centre (VEC) to ensure this guide was formatted to include information that would be the most valuable to visitors, and with several business owners and residents on the island to ensure information was accurate and correct.

In late May, staff produced and quickly distributed 2,000 copies of the guide to the Kingston VEC, Wolfe Island Visitor Information Centre, and to businesses on Wolfe Island. In early June another 4,000 guides were printed, enough to meet demand until the end of August.

The Community Development Officer attended Visit Kingston's Tourism Awareness Week event at City Hall on May 31, which provided an opportunity to familiarize front line tourism and hospitality staff from hotels and destinations in Kingston with the guide and the Ferry by Foot program.

Wolfe Island Visitor Guides and Big Sandy Bay Shuttle Bus materials were then delivered to tourism and hospitality businesses in downtown Kingston. This proved very useful for spreading awareness among the staff who interact most with visitors to Kingston, who often include a trip to Wolfe Island as part of their Kingston destination experience.

The Kingston VEC distributed the majority of the guides, and have expressed that it was a very useful tool to help promote Wolfe Island as a visitor destination to their clients, who are visitors from all over the world. As of the writing of this report, VEC staff reported that they still had about 60 copies of the guide, which they continue distributing mainly as a resource for the cycling routes on the island. They will welcome the guide back again next year and have requested the content be augmented slightly so that it is more useful for September and October as well as the peak summer season.

4. Train Township Visitor Information Centre staff

Frontenac staff spent a half day with staff at the Township Visitor Information Centre discussing social media opportunities and visiting Marysville businesses. Both staff members already had a pretty good understanding of Island activities and businesses. They had access to the Instagram account, [@OfficialWolfeIsland](#) for the summer and contributed to the social media conversation during their hours of operation. Frontenac staff suggest that in future, summers student staff could be tasked with developing some more creative social media initiatives.

5. Increase Wolfe Island's cycle friendly reputation

Inverted-U bike racks were ordered in 2017 and installed at the Township Office and delivered to Marysville businesses in the summer of 2018. This investment was a one-time component of the project, meant to motivate private investment to increase the number and visibility of bike racks through the village.

The Township of Frontenac Islands already has several established cycling routes on Wolfe Island and some discussion took place as to whether the route signage should be updated, however it was determined this was of lesser priority than other actions described in this report.

The County established a partnership with the [Great Lakes Waterfront Trail](#) to place signed loops on both of the Frontenac Islands. This has resulted in a new signed route that is part of a larger provincial network of bike routes. Trailhead signs and route signage are expected to be in place in late 2018.

Provide a free shuttle to Big Sandy Bay

1. Overview

Staff contracted Hulton’s Bus Service on Wolfe Island to provide shuttle bus transportation to Big Sandy Bay Conservation Area on Saturdays, Sundays, and holiday Mondays during the months of July and August. The shuttle operated for a total of 20 days, at a total cost of \$14,238. Over those 20 days, a total of 1,008 passengers chose the shuttle bus for transportation into Big Sandy Bay. See Appendix G for a detailed record of riders per shuttle trip.

2. Big Sandy Bay and MTO Data

Total attendance at Big Sandy Bay Conservation Area was 11,491 in 2016 and dropped to 9,179 in 2018 (a decrease of 2,312). It is expected that this decrease is due to the 2017 closure of Big Sandy Bay and a general misconception among the public that the conservation area remained closed this season as well. It is anticipated that attendance will increase in future summers, as awareness spreads about the excellent conditions at the conservation area and as the Ferry by Foot campaign gains further reach in 2019.

One goal of the Ferry by Foot campaign, and specifically of the Big Sandy Bay shuttle bus, was to convince Wolfe Island visitors to go by foot or bike in order to alleviate vehicle demand on the ferry. The Ministry of Transportation has shared with staff its passenger records for 2016, 2017, and 2018. In analyzing this data, three sets of numbers stand out to indicate that the Ferry by Foot campaign did **not** decrease vehicle demand on the ferry and did **not** increase bicycle demand on the ferry. Despite a drop in 2017 (likely due to wide-spread flooding on the island), vehicle demand continues to increase, and bicycle demand has decreased over the past three summers.

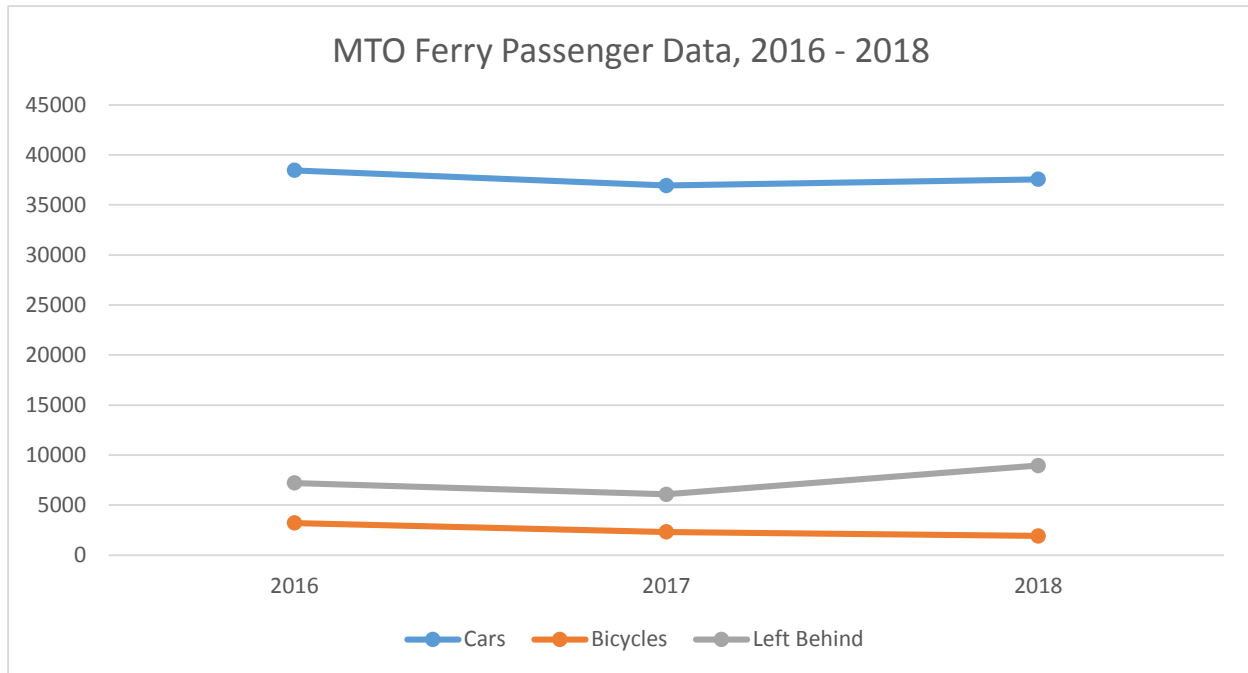
Considering this, the shuttle bus likely did have some impact in transportation demand for the Wolfe Island Ferry. At the most conservative estimation (4 people per vehicle), the 1,008 shuttle bus riders accounted for 252 vehicles removed from the ferry during the busiest days of peak visitor season. Combining this information with the lower overall attendance at Big Sandy Bay, it can be assumed that visitor interest for the bay will grow in 2019.

Total Cars	2016	2017	2018
July	19,375	18,266	18,429

August	19,084	18,682	19,143
Left Behind*	2016	2017	2018
July	4,191	3,006	4,286
August	3,030	3,080	4,673

*Indicates all vehicles left at the dock, waiting for the next ferry.

Bicycles	2016	2017	2018
July	1,720	1,174	964
August	1,503	1,141	956



3. Accessibility

This pilot project employed a standard 48 passenger school bus. According to Accessibility for Ontarians with Disabilities Act (AODA) guidelines, free shuttles are not subject to accessibility regulations. The Wolfe Island Ferry provides priority boarding to vehicles displaying accessible parking permits and as such, these vehicles would not be subjected to extended wait times before they are able to board the ferry. It was also anticipated that passengers requiring accessible transportation would have very little interest in the shuttle, given the rugged nature of the terrain at Big Sandy Bay. Aside from one superficial inquiry about accessible options received via social media, there were no requests for an accessible alternative throughout the season. Given this result,

and the lack of accessible vehicles on the island, continued use of the standard school bus in 2019 is recommended again for the shuttle service.

4. Coupon Booklet

The coupon booklet component of the shuttle bus service was abandoned after difficulties coordinating with Wolfe Island business partners. The original idea was that offering bus riders special coupons redeemable at Marysville businesses would encourage them to spend some money at those businesses after their day at Big Sandy Bay. After many attempts to reach out to Marysville businesses, only one responded with an actual offer to be included in the coupon booklet. Other responses were varied – the general reaction was that the idea was good in theory, but would be onerous to implement or too impactful on the bottom line.

5. Kingston Ferry Dock Signs

Although not originally a component of the Ferry by Foot Implementation Plan, it was suggested by the Community Development Advisory Committee, MTO staff, Kingston VEC, and Marysville business owners that additional signage at the Kingston Ferry Dock would improve visitor expectation prior to travelling to Wolfe Island.

The consensus of this advice was that visitors usually do not research the island before visiting and unnecessarily bring their vehicles on the ferry. Often times, they land on Wolfe Island, drive the length of Marysville's Main Street, and then immediately get back in the line-up to board the ferry again. It was decided that reaching those visitors at the dock would be an effective way to educate their decision about how to travel on the ferry.

Gorway was contracted to produce and install two styles of signs at the dock:

1. Two podium signs, installed on either side of the ferry ramp, in the areas where pedestrians and cyclists most commonly wait for the ferry. These signs include a map of Marysville designed to help visitors get a sense of what to expect in the village and understand how walkable it is.
2. Three road-side style signs, installed along the dock and specifically positioned to be seen by passengers sitting in their vehicles, waiting for the ferry. These signs include the message "Wait less, Walk on", and encourage drivers to get out of their vehicles and get more information at the podium signs near the ferry ramp.

Unfortunately, installation was delayed until mid-August, so the signs had a minimal impact during the peak season of 2018. These signs will be a useful addition to Ferry by Foot efforts in the 2019 season. See Appendix H for photographs of the ferry dock signage.

The Future of Ferry by Foot

County of Frontenac staff received much positive feedback about the various aspects of the Ferry by Foot campaign, most notably efforts to promote via social media, the Wolfe Island Visitor Guide, and the free shuttle to Big Sandy Bay.

It is the recommendation of this report that Frontenac County continue with the Ferry by Foot campaign in 2019 to leverage the strong set of marketing assets, the investments made in the design of the Wolfe Island Visitor Guide, ferry dock signs and web content. In addition, the partnerships formed with Regional Tourism Organization 9 (RTO 9), Tourism Kingston and Kingston Accommodation Partners have only just begun and there is room to grow these relationships around this program

Sustainability Implications

The Ferry by Foot program is intended to relieve some vehicle demand on the Wolfe Island Ferry, improve access to the island, create better informed visitors, and provide a boost to Marysville’s economy. The plan addresses three of the expectations in the Frontenac Islands Township Letter of Support for the Frontenac RED grant application and it aligns strongly with the Frontenac Economic Development Charter and the Frontenac County Integrated Community Sustainability Plan.

Financial Implications

The funds for the Ferry by Foot program were budgeted as part of “Advancing Rural Economic Development through Collaboration” program supported by the Rural Economic Development (RED) program.

The Big Sandy Bay Shuttle Bus was funded as a pilot project in part by RTO 9, Tourism Kingston, the Kingston Accommodation Partners, and by Frontenac County through Strategic Reserves.

Costs associated with continuing the Ferry by Foot program in 2019 have been incorporated in the Planning and Economic Development budget and business plan as demonstrated below.

The Big Sandy Bay bus was funded through RTO 9 as a one-time pilot program. It is recommended that staff seek funding support from partners such as the Township of Frontenac Islands, MTO, and Tourism Kingston to continue offering the shuttle in 2019.

2019 Ferry by Foot Budget

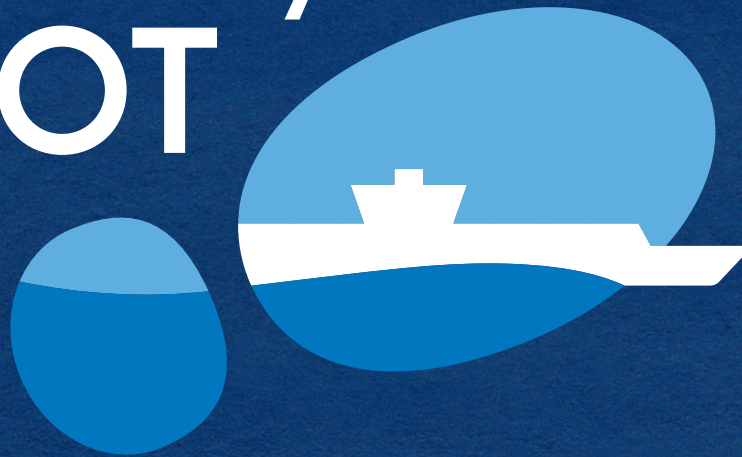
Item	Cost	Source
2019 Wolfe Island Visitor Guide	\$3,000	RED Funding
Ferry by Foot Social Media Campaign	\$250	Planning and Economic Development Marketing Budget
Ferry by Foot Print Campaign	\$250	RED Funding

Big Sandy Bay Bus	\$15,000	Staff to report back with partnership opportunities
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Organizations, Departments and Individuals Consulted and/or Affected

Community Development Advisory Committee
 Frontenac County Councillors and Staff
 Township of Frontenac Islands
 Big Sandy Bay Management Committee
 Ministry of Transportation of Ontario
 Tourism Kingston and Kingston Accommodation Partners
 Marysville Businesses
 Great Lakes Waterfront Regeneration Trust
 Regional Tourism Organization 9 (RTO 9)

FERRY_{by} FOOT

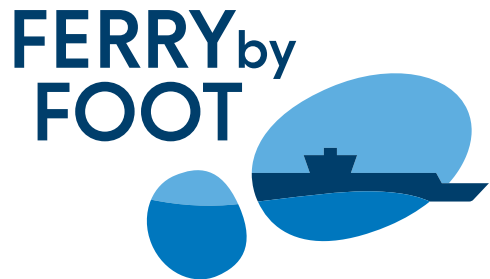


BRAND GUIDELINES MANUAL

First Edition: August 2017



FRONTENAC
COUNTY OF FRONTENAC • ONTARIO



The standard identity for Ferry By Foot.

This document is based on the County of Frontenac brand and provides an outline for the visual identity and logo usage guidelines for the purpose of brand consistency. These guidelines are periodically updated. For an up-to-date version, please contact [Alison Vandervelde](#).

The Ferry By Foot brand identity was designed by [Jon Allison Design](#).

© 2017, Ferry By Foot. 1st Edition, August 2017.

ABOUT FERRY BY FOOT

The Ferry By Foot program is operated by the County of Frontenac. Ferry By Foot is an initiative to encourage people to take the Wolfe Island Ferry by foot or by bike.

The Ferry By Foot identity is connected to the Frontenac identity by utilizing the blues from the Frontenac colour palette as well as the same typeface.

LOGO VARIATIONS

The full logo should be used whenever possible. It includes the name of the program, which is important when first introducing the new identity in order to build equity in the new mark.

In applications where the text is unreadable due to scale then consideration should be given to using the symbol. While limited use in the beginning of the brand building process is recommended, when the text is too small to read the symbol should be used.

Logo



Colour



Dark Blue



Reverse Colour



Reverse White

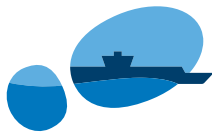


Greyscale

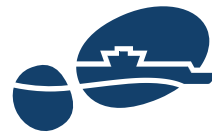


Black

Symbol



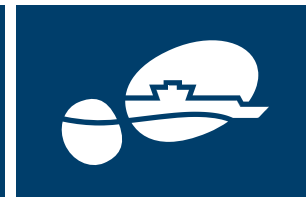
Colour



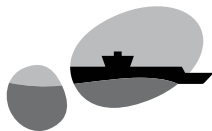
Dark Blue



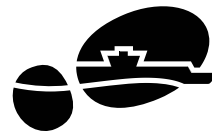
Reverse Colour



Reverse White



Greyscale



Black

File Names

Logo

- » FBF_Logo_Colour_PMS
- » FBF_Logo_Colour_CMYK
- » FBF_Logo_Colour_RGB
- » FBF_Logo_DarkBlue_PMS
- » FBF_Logo_DarkBlue_CMYK
- » FBF_Logo_DarkBlue_RGB
- » FBF_Logo_Greyscale
- » FBF_Logo_Black
- » FBF_Logo_Rev-Colour_PMS
- » FBF_Logo_Rev-Colour_CMYK
- » FBF_Logo_Rev-Colour_RGB
- » FBF_Logo_Rev-White

Symbol

- » FBF_Symbol_Colour_PMS
- » FBF_Symbol_Colour_CMYK
- » FBF_Symbol_Colour_RGB
- » FBF_Symbol_DarkBlue_PMS
- » FBF_Symbol_DarkBlue_CMYK
- » FBF_Symbol_DarkBlue_RGB
- » FBF_Symbol_Greyscale
- » FBF_Symbol_Black
- » FBF_Symbol_Rev-Colour_PMS
- » FBF_Symbol_Rev-Colour_CMYK
- » FBF_Symbol_Rev-Colour_RGB
- » FBF_Symbol_Rev-White

LOGO SPECIFICATIONS

File Formats

The FBF logos are available in four formats. These formats have been chosen in order to provide the highest quality usability for professional design (EPS), daily use (PDF) and web (PNG, JPEG).

For additional formats that have not been provided please contact [Alison Vandervelde](#).

EPS - Vector

EPS files are vector-based and can be scaled to any size without compromising image quality. EPS files are preferred for all high quality reproduction. EPS files cannot be opened on most computers without professional design software.

PDF

The provided PDFs are also vector-based and are ideal for print and general daily use. PDF is the most versatile file type and is ideal for all types of users.

PNG - Web Only

The provided PNGs are for web use only and should never be scaled larger. They have a transparent background and have been provided at 500px wide at 72dpi in RGB colour format.

JPEG - Web Only

The provided JPEGs are for web use only and should never be scaled larger. They do not have a transparent background and should only be used where a white background is appropriate. The provided files are 500px wide at 72dpi in RGB colour format.

Spacing Requirements

Protective Space

The protective space must be maintained around all sides of the FBF logo to maintain visual clarity and to provide maximum impact. This space keeps the logo separate from other design elements such as typography, other logos, borders, or the edge of the document.

Ratio Spacing

It is important that the FBF logo always abides by the correct ratio and alignment guidelines shown in the included diagrams.

This is for the purpose of clarity and readability.



COLOUR

Colour Specifications

Colour is a strong and communicative element for any visual identity and plays an important role in the visual identity of the FBF brand.

The primary colour is Dark Blue. It should always be the dominate colour in all application. The adjacent palette outlines the complete colour palette including two additional shades of blue. These colours have been pulled directly from the Frontenac colour scheme in order to maintain consistency.

We have utilized the standards of the Pantone Matching System (PMS), which is a universally recognized colour matching system based on lithographic printing inks. The colour palettes include the specific spot colours and the breakdowns for the equivalent process colours (CMYK) for printing applications where Pantone colours are not possible or are outside of the budget. Also included are RGB equivalents for use in word processing and presentation software as well as hexadecimal equivalents for web applications.

Using Colour

When designing for the FBF brand, colours should be carefully chosen. When selecting colour combinations, similar tones are best used together. Colours may be tinted to create further flexibility. Be careful not to use too many colours together at one time. Colour should be used to create order, not chaos. Should the exact colour not be available, the closest available colour may be used.

Dark Blue	Pantone CMYK RGB HEX	541 C C100 M58 Y9 K46 R0 G60 B113 #003c71
Lake Blue	Pantone CMYK RGB HEX	285 C C90 M48 Y0 K0 R0 G114 B206 #0072ce
Sky Blue	Pantone CMYK RGB HEX	284 C C59 M17 Y0 K0 R108 G172 B228 #6cace4
Black	Pantone CMYK RGB HEX	Black C70 M50 Y30 K100 R0 G0 B0 #000000

TYPOGRAPHY

Typography is a strong extension of our brand's personality and plays a major role in creating a consistent look for FBF and Frontenac across all communications and promotional material.

Logo / Heading Typeface

Niveau Grotesk

Niveau Grotesk is a strong, sturdy, highly-legible, sans serif typeface well suited for display use. It is the same typeface used in the Frontenac identity.

Niveau Grotesk may be licensed here:
<https://www.myfonts.com/fonts/hvdfonts/niveau-grotesk/>

Niveau Grotesk Medium:
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Niveau Grotesk Regular:
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Primary Typeface

Gotham

Gotham is an assertive, friendly and confident typeface. It's easy to read and includes a web-safe font for digital application.

Gotham may be licensed here:
<http://www.typography.com/fonts/gotham/styles/>

Gotham Medium:
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Gotham Medium Italic:
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Gotham Book:
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Gotham Book Italic:
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Substitute Typeface

Arial

Arial is an extremely common typeface that can be found on all mainstream computer operating systems. It's easy to read at small sizes in a variety of applications. It's also a web-safe typeface allowing it to also be used digitally. It should be used as the substitute typeface for body text when Gotham is unavailable.

Arial Bold:
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Arial Bold Italic:
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Arial Regular:
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

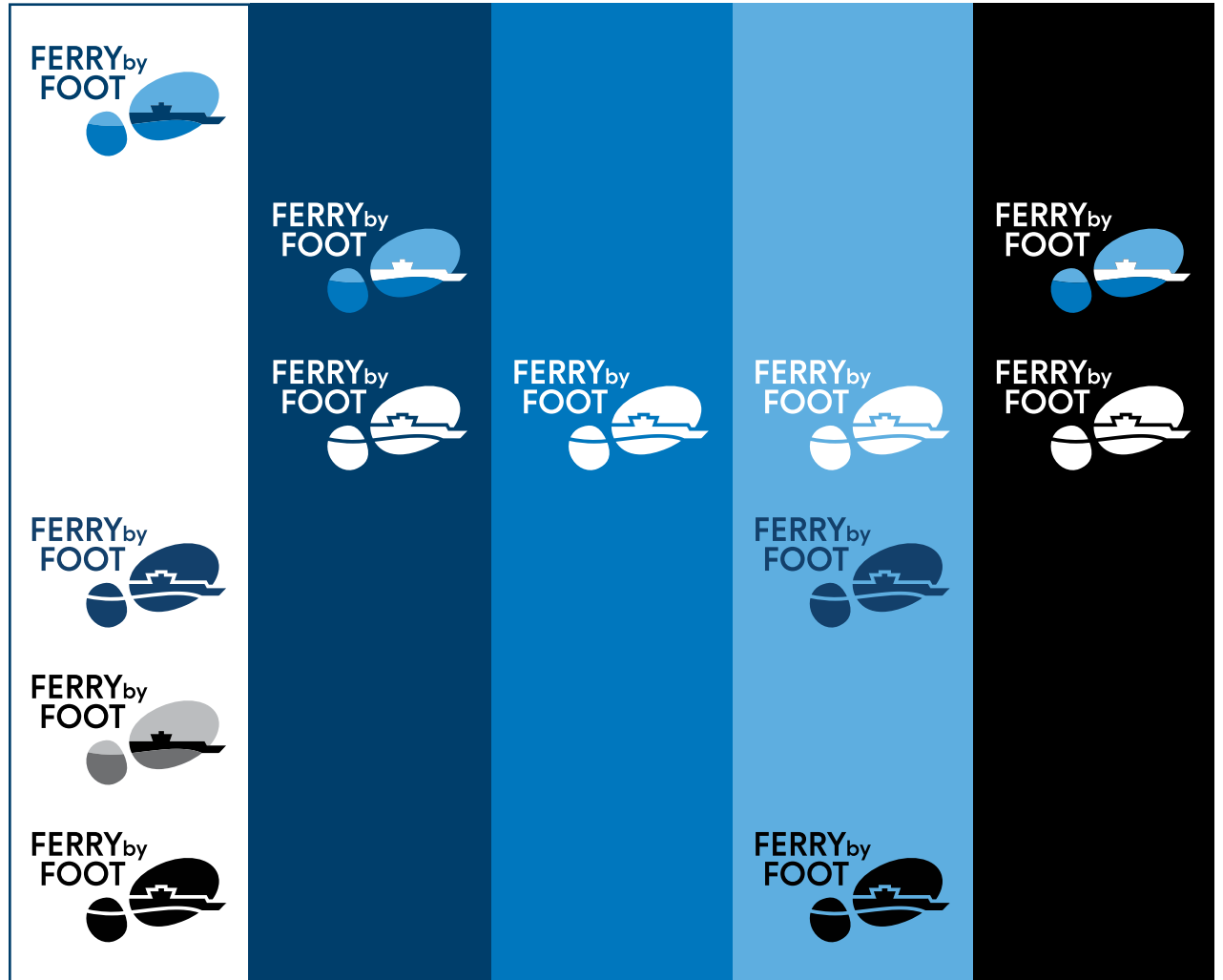
Arial Italic:
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

PROPER LOGO USAGE

Uniform Background

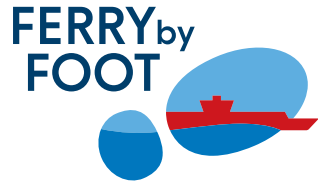
The colour logo should be used on white and light coloured backgrounds. The reverse colour logo should be used on most colour and dark backgrounds. The blue and reverse white logo provide flexibility for application where these logos don't work.

The diagram shows which logo variations are acceptable on the corresponding background colours. Colours outside the FBF and Frontenac colour scheme should be avoided when possible.



IMPROPER LOGO USAGE

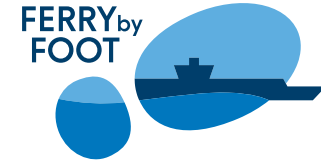
The following uses of the logo are prohibited.



DO NOT change the colour of any element in the logo.



DO NOT rotate or skew the logo.



DO NOT modify the proportions of elements in the logo.



DO NOT recreate the wordmark using any other typeface.



DO NOT stretch the logo outside of its original proportions.



DO NOT apply a drop shadow to the logo.



DO NOT add a transparency effect to the logo.



DO NOT add elements to the logo.



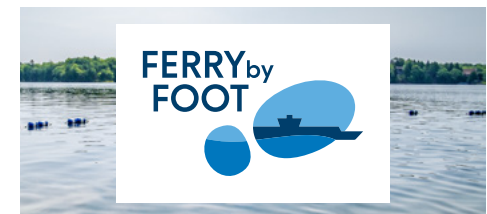
DO NOT place the logo on a background that will reduce legibility.



DO NOT place the logo on a background with low contrast.

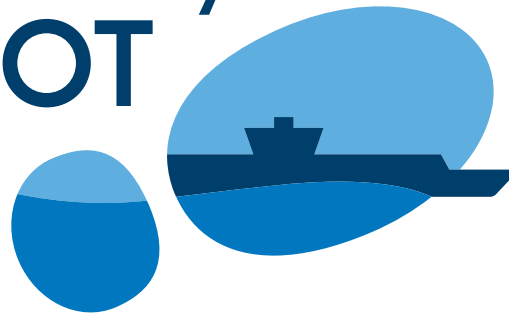


DO NOT apply a stroke to the logo.



DO NOT use a jpeg version of the logo for print due to the white box and poor image quality.

FERRY by
FOOT



FRONTENAC
COUNTY OF FRONTENAC • ONTARIO

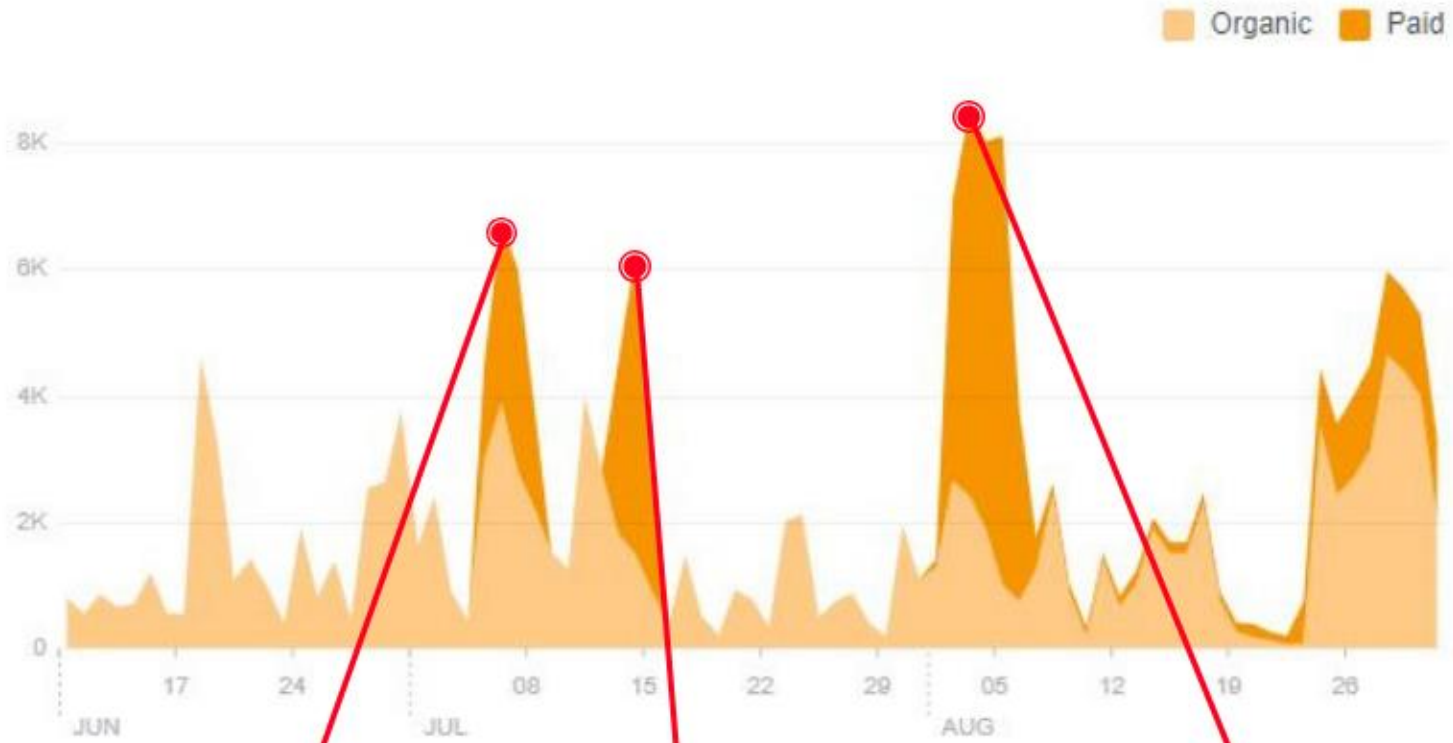
Ferry by Foot – Social Media Campaign – Posts by Platform

FB: 19 posts, 3 boosted | Instagram: 15 posts, 1 boosted + stories | Twitter: 19 posts

June						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5 Facebook Instagram	6 Facebook Instagram	7	8	9
10	11	12 Facebook Twitter	13	14	15 Instagram	16
17 Twitter	18 Facebook Instagram Twitter	19	20	21 Twitter	22 Twitter Twitter	23
24	25	26	27	28 Facebook Instagram	29 Facebook Instagram Twitter	30 Facebook Instagram
July						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 Facebook Instagram	2 Facebook Instagram Twitter	3	4	5 Facebook - \$	6	7
8 Twitter	9 Facebook	10	11	12 Instagram 📖	13 Facebook - \$ Instagram	14 Facebook Twitter
15	16	17	18	19	20 Facebook Instagram 📖 Twitter Twitter	21
22	23	24	25	26	27 Facebook Instagram Instagram 📖	28
29	30	31				
August						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2 Facebook - \$ Instagram - \$	3 Instagram 📖 Twitter	4
5	6	7	8	9	10 Instagram Instagram 📖 Twitter	11 Facebook
12	13	14	15 Twitter	16	17	18
19	20	21	22	23	24 Facebook Instagram Twitter	25 Twitter
26	27	28	29	30 Facebook Instagram Twitter	31	

Post Reach

The number of people who had any posts from your Page enter their screen.



July 5

July 13

August 2

Results	People Reached (?)	Post Engagement	Total Spend (?)
July 5	6,686	289	\$50.00
July 13	7,550	647	\$40.00
August 2	12,448	1,036	\$75.00

Actions	People	Countries
Photo Clicks	45	
Link Click	1	
Page Likes	36	
Comments	14	
Shares	65	

Actions	People	Countries
Photo Clicks	565	
Link Clicks	34	
Page Likes	10	
Comments	4	
Shares	5	

Actions	People	Countries
Photo Clicks	808	
Link Clicks	53	
Page Likes	18	
Comments	24	
Shares	23	

← Promotion insights



Posted on 02/08/2018, 10:02

♥ 46

💬 0

🔖 2

Interactions

58

Promotion clicks

Visit website 60
96% from promotion

Visit profile 14
85% from promotion

Discovery

8,069

People reached

95% weren't following you

97% came from your promotion

Impressions 10,243
93% from promotion

Follows 2

Promotion

Spend C\$50
100% of your C\$50 budget

Organic Paid

Facebook Post Reach June 10 - Aug 31



County of Frontenac
Published by Frontenac County [?] · June 18 ·

Did you go to Big Sandy Bay Conservation Area on #WolfeIsland this weekend? Coming soon: on Saturdays, Sundays and holiday Mondays through July and August, you'll be able to leave your car in Kingston, take the #FerryByFoot and ride the free shuttle bus from Marysville out to Big Sandy Bay. Get all the details: www.VisitWolfeIsland.ca

Get More Likes, Comments and Shares
Boost this post for \$100 to reach up to 58,000 people.

10,700	548	1,763
People Reached	Engagements	Clicks

County of Frontenac
Published by Alison Vanderveide [?] · June 28 ·

Planning to hit #BigSandyBay this summer?
Starting on Saturday, and every weekend through July and August, here's what you're gonna do:

1. Leave your car in #ygc... See More

LEAVES TOWN HALL	LEAVES SANDY BAY
10:00 AM	12:30 PM
11:00 AM	2:00 PM
12:00 PM	3:00 PM
1:00 PM	4:00 PM
2:30 PM	5:00 PM
3:30 PM	6:00 PM
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FREE BIG SANDY BAY SHUTTLE BUS STARTS THIS WEEKEND
LEAVE YOUR CAR, TAKE THE FERRY BY FOOT
WWW.VISITWOLFEISLAND.CA

Get More Likes, Comments and Shares
Boost this post for \$100 to reach up to 58,000 people.

3,860	91	306
People Reached	Engagements	Clicks

County of Frontenac
Published by Alison Vanderveide [?] · June 29 ·

So you're planning to hit #BigSandyBay on #WolfeIsland this smokin' hot #CanadaDay weekend and you want to take the FREE shuttle bus? Top 3 things you outta know:

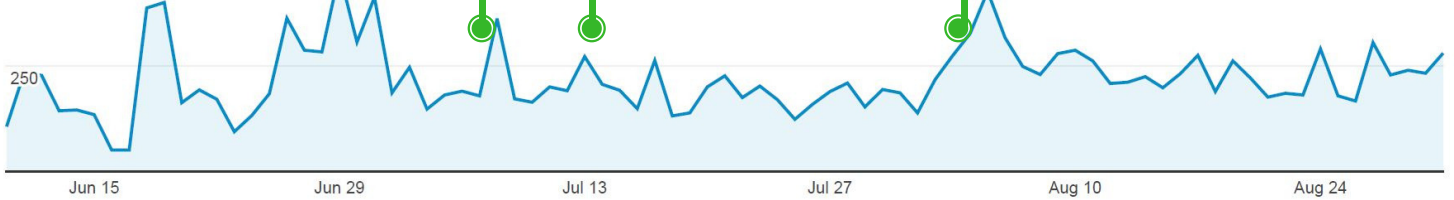
1. There is an entry fee at Big Sandy Bay and they only take CASH. Get the rates here: <https://bit.ly/2Mvnaec> ... See More

County of Frontenac
Government Organization

Get More Likes, Comments and Shares
Boost this post for \$100 to reach up to 58,000 people.

1,410	29	146
People Reached	Engagements	Clicks

inFrontenac.ca Traffic June 10 - Aug 31



Paid posts increase web traffic...

...but organic content can have the same effect.



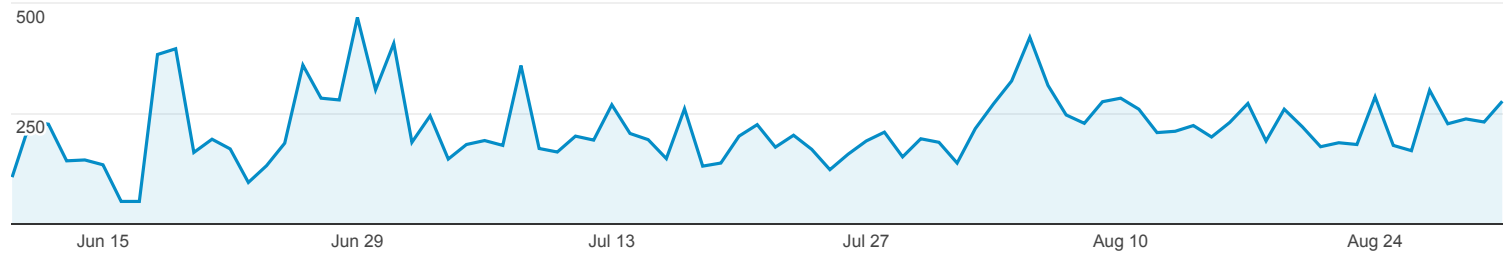
All pages compare recent months

All Users 100.00% Pageviews

Jun 10, 2018 - Aug 31, 2018

Explorer

Pageviews



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	18,074 % of Total: 100.00% (18,074)	15,436 % of Total: 100.00% (15,436)	00:01:49 Avg for View: 00:01:49 (0.00%)	11,217 % of Total: 100.00% (11,217)	76.96% Avg for View: 76.96% (0.00%)	62.06% Avg for View: 62.06% (0.00%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /en/visit-frontenac/wolfe-island---big-sandy-bus.aspx	3,663 (20.27%)	3,332 (21.59%)	00:03:23	2,849 (25.40%)	87.16%	82.53%	\$0.00 (0.00%)
2. /en/visit-frontenac/wolfe-island---ferry-schedule.aspx	3,402 (18.82%)	3,042 (19.71%)	00:03:36	2,894 (25.80%)	86.01%	81.98%	\$0.00 (0.00%)
3. /en/visit-frontenac/wolfe-island.aspx	1,411 (7.81%)	989 (6.41%)	00:00:45	745 (6.64%)	25.81%	28.56%	\$0.00 (0.00%)
4. /en/index.aspx	1,161 (6.42%)	915 (5.93%)	00:01:14	845 (7.53%)	51.48%	45.56%	\$0.00 (0.00%)
5. /en/visit-frontenac/open-farms-in-frontenac.aspx	618 (3.42%)	535 (3.47%)	00:04:56	471 (4.20%)	83.09%	78.64%	\$0.00 (0.00%)
6. /en/visit-frontenac/wolfe-island---marysville.aspx	555 (3.07%)	437 (2.83%)	00:02:40	150 (1.34%)	82.00%	46.85%	\$0.00 (0.00%)
7. /en/visit-frontenac/wolfe-island---ferry-by-foot.aspx	526 (2.91%)	423 (2.74%)	00:02:00	133 (1.19%)	48.87%	29.28%	\$0.00 (0.00%)
8. /	420 (2.32%)	297 (1.92%)	00:01:06	200 (1.78%)	59.00%	44.76%	\$0.00 (0.00%)
9. /en/visit-frontenac/life-s-a-beach---soak-up-the-sun-on-wolfe-island.aspx	332 (1.84%)	291 (1.89%)	00:03:19	212 (1.89%)	85.85%	70.78%	\$0.00 (0.00%)
10. /en/visit-frontenac/explore-infrontenac.aspx	265 (1.47%)	229 (1.48%)	00:01:45	29 (0.26%)	82.76%	46.79%	\$0.00 (0.00%)
11. /en/visit-frontenac/north-frontenac-natural-paradise.aspx	264 (1.46%)	237 (1.54%)	00:04:24	200 (1.78%)	88.50%	82.95%	\$0.00 (0.00%)
12. /en/visit-frontenac/visit-frontenac.aspx?_mid_=13132	238 (1.32%)	186 (1.20%)	00:00:43	65 (0.58%)	45.31%	24.79%	\$0.00 (0.00%)
13. /en/visit-frontenac/wolfe-island---kingston-parking.aspx	233 (1.29%)	201 (1.30%)	00:01:27	66 (0.59%)	74.24%	45.49%	\$0.00 (0.00%)
14. /h/4484679.html	174 (0.96%)	174 (1.13%)	00:00:00	174 (1.55%)	100.00%	100.00%	\$0.00 (0.00%)
15. /Home/View/inverary-lcbo-agency-store-beer-store-retail	174 (0.96%)	157 (1.02%)	00:02:58	157 (1.40%)	75.80%	87.36%	\$0.00 (0.00%)
16. /en/visit-frontenac/eat-drink-infrontenac.aspx	165 (0.91%)	138 (0.89%)	00:01:12	13 (0.12%)	84.62%	39.39%	\$0.00 (0.00%)
17. /en/visit-frontenac/frontenac-five---august.aspx	151 (0.84%)	139 (0.90%)	00:01:47	98 (0.87%)	94.79%	74.83%	\$0.00 (0.00%)
18. /en/visit-frontenac/frontenac-five---july.aspx	132 (0.73%)	117 (0.76%)	00:02:02	68 (0.61%)	94.12%	65.91%	\$0.00 (0.00%)
19. /en/visit-frontenac/wolfe-island---bike-on.aspx	114 (0.63%)	97 (0.63%)	00:00:51	17 (0.15%)	82.35%	38.60%	\$0.00 (0.00%)
20. /en/visit-frontenac/frontenac-five---june.aspx	103	94	00:03:11	55	90.91%	70.87%	\$0.00

20.	/en/visit-frontenac/frontenac-live-june.aspx	101 (0.57%)	78 (0.61%)	00:00:11	57 (0.49%)	38.60%	30.69%	\$0.00 (0.00%)
21.	/en/visit-frontenac/visit-frontenac.aspx	101 (0.56%)	78 (0.51%)	00:00:29	57 (0.51%)	38.60%	30.69%	\$0.00 (0.00%)
22.	/en/contact-us.aspx	95 (0.53%)	82 (0.53%)	00:01:28	29 (0.26%)	75.86%	62.11%	\$0.00 (0.00%)
23.	/Modules/News/index.aspx?newsId=8313357c-8d41-49c9-ac02-424082b87d6b&feedId=6a5fd1ab-5716-48bb-8dc5-007e57a4eec7	93 (0.51%)	83 (0.54%)	00:01:55	73 (0.65%)	50.68%	49.46%	\$0.00 (0.00%)
24.	/en/visit-frontenac/stay-infrontenac.aspx	87 (0.48%)	70 (0.45%)	00:01:27	5 (0.04%)	66.67%	34.48%	\$0.00 (0.00%)
25.	/en/local-business/cardinal-cafe.aspx	86 (0.48%)	79 (0.51%)	00:04:39	72 (0.64%)	81.94%	73.26%	\$0.00 (0.00%)

Rows 1 - 25 of 651